



ADRIANA DIACONU

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I am a communications professional with 10 years of work experience in advertising, digital and social media, passionate about crafting brand stories that inspire, engage, and create a meaningful impact. I'm a big supporter of creativity but at the same time a research and planning nerd, striving to find the powerful insights that lay the groundwork for big ideas and innovation.

PROFESSIONAL EXPERIENCE

PARTIDUL UNIUNEA SALVAȚI ROMÂNIA (USR)
POLITICAL PARTY IN ROMANIA
Social media manager, September 2019 – Present

I led **digital and social media communication during the election campaigns** (presidential campaign, local campaign and parliamentary elections)

- Responsible for **managing and organizing the digital ecosystem** of USR including the national assets and local branch office (54 main branch office and more than 1500 small towns branch offices)
- **Project management** for social media and digital activities during the election campaigns
- **Media agency and creative agency coordination** during the election campaigns
- **Social media communication guidelines** for USR representatives and USR branch offices
- Project management for campaigns **website development**
- **Social listening, monitoring and performance reports** with strategical improvements and optimization recommendations
- **Social media content strategy**, development, and management

MSL THE PRACTICE
PUBLIC RELATIONS AND SOCIAL MEDIA AGENCY, PART OF PUBLICIS GROUP
Head of social media, June 2015 – September 2019

I led the **digital and social media team**, and I was responsible for ensuring efficient and effective execution of social media activities for agency clients. My responsibilities included:

- **Developing social media strategies** for current clients (including planning, goal setting, tactics, and budgeting) and managing the execution of the social media activities within campaigns
- **Content strategy** for current clients based on business strategy and objectives
- **Tracking KPIs and evaluating results** to ensure they effectively meet or exceed the objectives. Various performance reports on different topics for communication optimization and identifying new opportunities for brands according to business and digital objectives
- **Project management** for digital, social media and influencers projects, **on regional level** (Romania, Serbia, Croatia)
- Handling **reputation issues/crises**
- As a **team leader**, I strive to foster a culture of collaboration, learning, and growth
- As **part of the middle management team**, I was involved in agency business development having responsibilities in prospective client's strategies and new products and service development.

- Developing and cultivating contacts with key opinion leaders, partners, and brand ambassadors
- **Social media trainer** – As part of social media department strategy I developed various social media courses for clients or project-based for companies according to their necessities or domain (for example – General social media training as part of an internal communication program, Instagram, and other social media networks for beauty salons, Community management training, etc.

INFINIT SOLUTIONS
DIGITAL AGENCY

Social media manager, July 2014 – June 2015

- Contributing to the development of social media strategies
- **Content creation and community management**
- **Social media listening, monitoring, and reporting**

WE BUZZ CORP
DIGITAL AGENCY

Social media specialist, January 2013 – June 2014

- Implementing the social media strategies
- **Content creation and community management**
- Social media reporting

PASTEL
ADVERTISING AGENCY

Account executive, November 2011 – July 2012

- **Meeting and liaising with clients to discuss** and identify their advertising requirements
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- **Working with the account manager** to brief media, creative and research staff and assisting with the formulation of marketing strategies
- Handling budgets, managing campaign costs and invoicing clients
- Monitoring the effectiveness of campaigns

E D U C A T I O N

UNIVERSITY OF BUCHAREST – **SCHOOL OF SOCIOLOGY AND SOCIAL WORK**

- Licentiate program: **Human Resource management**
- Master program: **Sociology consumption and marketing**

A D D I T I O N A L S K I L L S

- Bilingual in English and French
- Advanced Google Analytics certification
- Photoshop (basic)
- Speaker - [FIVE in ADS by TechWeekRO](#)
- Online interview – [Intagramology.ro](#)
- TV interview – TVR1